Consumer Engagement with Out of Home Media

**OOH Ads Deliver Important Earned Impressions Through Social Media**

- **67%** of both Gen Z and Millennials have seen an OOH ad reposted on social media.
- **91%** of Gen Z and **82%** of Millennials would reshare an OOH ad on social media.

- **25%** of Millennials would reshare a television show or movie ad.
- **21%** of Gen X would reshare ads featuring their favorite musical artist.
- **15%** of Women and Millennials would reshare clothing ads.
- **14%** of Millennials would reshare sporting event ads.
- **14%** of Gen Z would reshare car or truck ads.

**OOH Ads Drive Real-World Action**

- **77%** of consumers in cities of 1M+ population have recently engaged with an OOH ad.
- **57%** of consumers in all areas of the US have recently engaged with an OOH ad.

Among those who engaged:

- **43%** visited the advertiser's website.
- **39%** searched for more information about the advertiser/product.
- **39%** made a physical purchase.
- **28%** downloaded an app.
- **22%** took a photo of the ad.
- **20%** shared the ad by word of mouth.
- **46%** Gen Z and **38%** Millennial.

**OOH Ads That Best Capture Consumer Attention and Engagement**

- **62%** feature favorite brand or product.
- **52%** highlight local businesses, artists, or events.
- **51%** feature favorite artist, celebrity, or influencer.
- **48%** provide access to new product from favorite brand (NFC, QR code, SMS).
- **45%** customized with information based on current time, weather, location.
- **45%** colorful and vibrant.
- **38%** clever or funny.
- **35%** simple in design with few words.

Source: OAAA, The Harris Poll.
Methodology: conducted online within the U.S. by The Harris Poll from October 20–25, 2021 among 1,000 US adults ages 18+. Weighted to reflect the US population across age, gender, race/ethnicity, region, income, household size, and employment.